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CIAL-0186

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Copy 2 of 8

4 June 1958

MEMORANDUM FOR: SA/PD/DCI

THROUGH : Director of Administration, DFB/DCI

SUBJECT : Typhoon Kit Publicity for Project CHALICE

1. Several items concerning our Typhoon Kit publicity efforts have been passed to me of late and I am noting them herewith for your possible interest.

2. In conversations with Dr. Robert D. Fletcher, AWS, he has advised that the proofs of the Weatherwise Magazine article have been returned to him for final approval. Only minor grammatical changes have been noted in the original writing, otherwise the story will appear in the June issue as presented, complete with all pictures.

3. On 3 June 1958 Dr. Fletcher received a visit from the editor of Business Commercial Aviation Magazine, a Mr. William Osum, who stated he had heard of the typhoon picture and was interested in a copy. Mr. Osum indicated his desire to feature an article in a forthcoming issue, and possibly use the picture for the cover, since it is the first of its kind. Dr. Fletcher advised Mr. Osum of the present arrangements made with Weatherwise Magazine, and suggested he discuss his intentions with Mr. Ludlum of that publication so as not to create any ill will among the parties concerned.

4. In checking with Mr. Walter Bonney, HACA, I discovered that Business Commercial Aviation Magazine was a section of Aviation Age, however, approximately one year ago it was separated and introduced on the market as a new publication. It is reportedly a reputable publication which is gradually taking its place among the more widely read industry magazines. It is published by Conover-Mast Publications, Inc., 205 East 42nd Street, New York 17, New York.

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5. I have furnished Dr. Fletcher with sufficient photographs to enable his passing one copy to Mr. Osmun, should the latter reach agreement with the Weatherwise editors.

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Cover Officer
DPS/DCI

TMA:js

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